



Day 2 Afternoon Gold Sponsor

CISION®



Ben Levine

VICE PRESIDENT, RESEARCH & ANALYTICS



break **through**



How Did We Get Here?



Silos

Extreme polarization of politics has led to issues, policy and concerns being discussed in echo chambers



Automation

Fake news and click bait appeal to our bias for visual content with snappy headlines



Trust Erosion

According to the Edelman Trust Barometer, just 43% of people globally trust the media

How Some Are Fighting Back



Facebook Journalism Project

The campaign will teach people how to distinguish between fake news and legitimate stories, with the social network funding the News Literacy Project's public service ads, and commissioning groups of people to confirm the authenticity of uploaded content



Wikitrubune

Wikitrubune is attempting to regain people's trust in the media. Wikitrubune's content will be created by experts – in this case professional journalists – with an army of volunteers able to verify, flag or fix articles they believe to contain false information



Google

As part of its bad ads takedown, Google said it suspended more than 1,300 accounts for tabloid cloaking (Fake News)



TRUST IS MORE
IMPORTANT THAN TRUTH

The Industry's Attitudes On Fake News



59%

DISCUSSED WITH CLIENTS

Say that fake news is an issue of concern they have discussed directly with their clients

55%

THREAT OF FAKE NEWS

Report their clients consider fake news to be a serious threat to their reputation

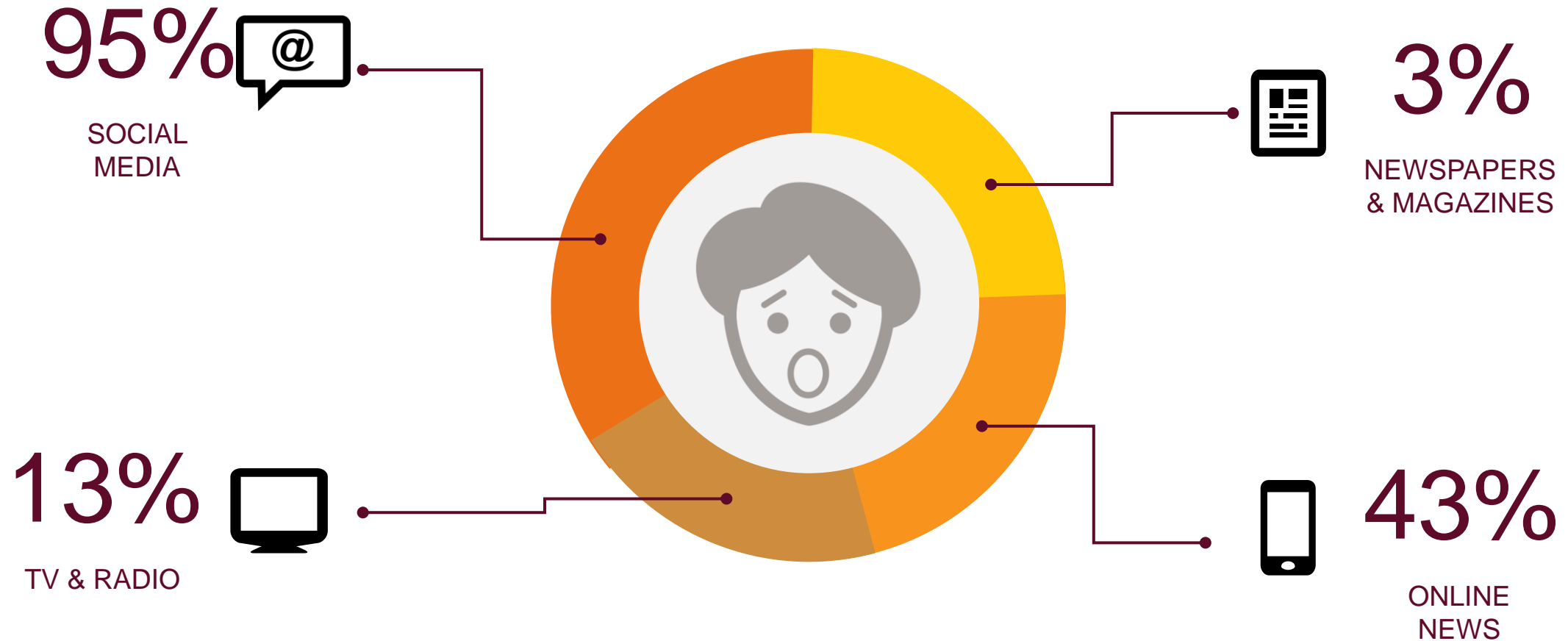
68%

ISSUE ON THE RISE

Believe that fake news will become more of an issue for communications professionals in the next year

Source: AMEC Young Leaders Group "Fake News" Survey results (among AMEC members)

Where The Industry Believes It's Vulnerable



Source: AMEC Young Leaders Group "Fake News" Survey results (among AMEC members)

The Industry's Relations With Clients



Source: AMEC Young Leaders Group "Fake News" Survey results (among AMEC members)



Ngaire Crawford

INSIGHTS MANAGER, NEW ZEALAND
ISENTIA

The challenge for measurement and insights professionals



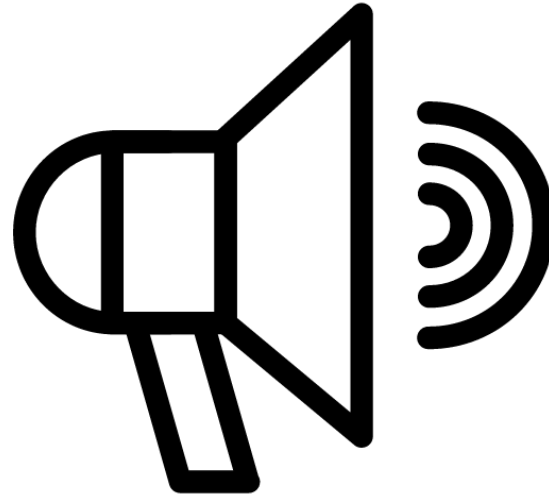
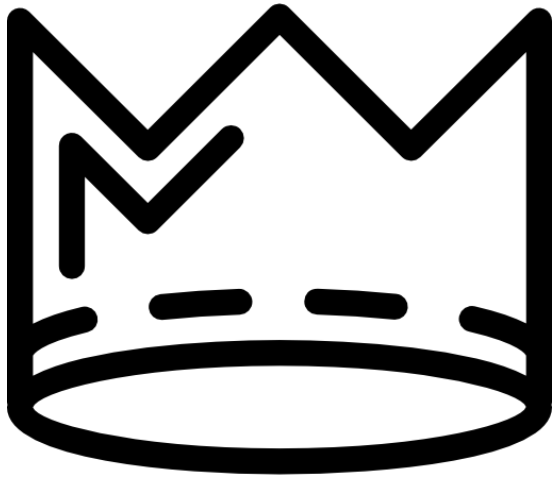
Amazing mandate for well-designed, human driven research.

We need to re-frame and go further.

An evolution rather than a seismic shift.

Ask bigger questions. Use a bigger lens.

Accuracy



Audiences


What, How, Why of information
being communicated:

Message Analysis
Tone Mapping
Brand perception
Influence and Engagement



The Anatomy of the Audience:

Context
Accuracy
Multiple truths
Perception and Behaviour



Michael O'Connell

MANAGING DIRECTOR - MEDIANET
AUSTRALIAN ASSOCIATED PRESS



Addressing the Challenge

- News agencies are at the front of the fight against “Fake News”
- Let’s stop using the term
- Ignore surveys which can be biased or tweaked towards certain results
- Retain balance in the story
- Much “Fake News” relates to social media
- Attribute – “According to a Twitter account linked to...” rather than saying, “According to the person”



FIRSTDRAFT

7 TYPES OF MIS- AND DISINFORMATION



SATIRE OR PARODY

No intention to cause harm but has potential to fool



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



IMPOSTER CONTENT

When genuine sources are impersonated



FABRICATED CONTENT

New content is 100% false, designed to deceive and do harm



FALSE CONNECTION

When headlines, visuals or captions don't support the content



FALSE CONTEXT

When genuine content is shared with false contextual information



MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

Donald Trump: The phone call that rocked the relationship between US and Australia

Updated 3 Feb 2017, 10:09am



VIDEO: Washington Post journalist Philip Rucker broke the story. (Photo: AP/Prime Minister's Office) (ABC News)

"Robust", "contentious" and "hostile" is how a weekend phone call between Prime Minister Malcolm Turnbull and US President Donald Trump has been described.

It is a stark contrast to the congenial description of the conversation both governments gave immediately after.

The flashpoint of the phone call was the refugee deal struck between Mr Turnbull and former US president Barack Obama, according to the Washington Post journalist who broke the story, Philip Rucker.

RELATED STORY: PM roasted in 'worst call' with President who 'hates this deal'


RELATED STORY: Trump, State Dept at odds over Australian refugee deal

MAP: United States

'Big personality': Australian PM puts brave face on phone call with Trump

Tumbull says commitment to resettle refugees has been 'confirmed several times' as US and Australian commentators fear for future of alliance



 Trump tweets anger at 'dumb' Australia refugee deal

The Australian prime minister, [Malcolm Turnbull](#), has described Donald Trump as a “very big personality” after a bruising public spat over the US-Australia refugee resettlement deal.

Donald Trump, Malcolm Turnbull meet after initial delay, President says reported testy relationship 'fake news'

Updated Fri at 11:46pm



VIDEO: [Mr Trump says negative phone call with Mr Turnbull 'fake news' in New York meeting](#) (ABC News)

US President Donald Trump has labelled his reported testy phone call with Prime Minister Malcolm Turnbull earlier this year a "little bit of fake news" as the pair met in New York City this morning.

RELATED STORY: [US House passes bill to dismantle Obamacare in major Trump victory](#)

RELATED STORY: [Turnbull, Trump lock in meeting on New York aircraft carrier](#)

RELATED STORY: [The inside story of that Trump-Turnbull call](#)

Donald Trump claims phone spat with Australia's Malcolm Turnbull was 'fake news'



By **Barney Henderson**, NEW YORK

5 MAY 2017 • 3:39AM

Donald Trump has claimed that the infamous, angry phone call he had with Malcolm Turnbull was "fake news" as he met Australia's prime minister on his return to New York on Thursday evening.